



HOMEWORK ACTION PLAN

SPECIFIC
 MEASURABLE
 ACHIEVABLE
 RELEVANT
 TIME-BOUND

Name Brandon Leaton Class # 415

Dealership Frederick Chevrolet Date 10/30/2023

Current Situation or Challenge to be Addressed:	Maximizing New Retail SFE Goal Payouts		
Current Performance Level (include specific measure):	101% of SFE Goal Met		
Goal (what do you want to achieve?)	120% of SFE New Retail Unit Goal to Receive \$1000 on Silverados and \$600 on other units		
Goal Performance Level (include specific measure)	120% of SFE or 30 New RETAIL deliveries		
Goal Start Date:	11/1/2023	Goal End Date:	11/30/2023
First Check-in Date:	11/3/2023	Performance Objective:	Sales Meeting on targets and strategy
Second Check-in Date:	11/10/2023	Performance Objective:	30% SFE / 8 Vehicles
Third Check-in Date:	11/17/2023	Performance Objective:	90% SFE / 23 Vehicles
Fourth Check-in Date:	11/30/2023	Performance Objective:	120 % SFE / 30 vehicles
How does your goal align with the dealers' vision?	More money per unit in SFE payouts is more cash for the variable dept		
What are the potential benefits of achieving your goal?	More profit per unit in the variable dept		
What are the potential consequences if you don't achieve your goal?	If we only hit 100% of objective we will only receive \$250 per unit		
Why is the goal important to you?	Increase the overall profitability of the dealership and achieve GM Objectives		
Potential Obstacles	Market is saturated with Silverados and 60% of stock is silverados		
Potential Solutions	There is a number of sales and marketing options available. Offering up to 7k off silverados.		



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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we hit our goal of 120% of SFE objective we can stand to make at minimum \$11,750 more overall.
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What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Amazon 500 Gift Card Mailer	Hyper Targetting Mailer List/Mailer printed	Jason Meily	Mailer sent out by 11/8	11/2 - 12-25 redeem by date
Manifest List/Email Blast Offering \$500 Amazon Card with new vehicle purchase	Manifest List from Connected Showroom	Josie Ferris	Email blast scheduled for 11/6	11/6 -11/30
50% gross profit of vehicle accessories to Sales Consultant.	Click or tap here to enter text.	Sales managers	Increased attention to accessorized vehicles	11/1 - 12/25
Social Media Posts about \$500 Amazon gift card	Click or tap here to enter text.	Chris Line - Social media manager & Sales team	Videos ready to post for this weekend	11-3 - 11/31
Website adjusted to reflect Gift card offer plus monthly discounts	Meeting with Dealer.com	Josie Ferris	Website changes	11/3 -11/31
Veterans Day Customer Appreciate Event meeting to schedule activities		Sales Managers & Josie Ferris	Veteran Day planned and ready to execute plan	11/2
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Having the sales team more involved in the sales objectives with chevy and having bonuses tied to achieving those goals. Such as placing \$50 extra per vehicle sold when we hit 120% of SFE objective.

Describe any planning or implementation meetings conducted as part of development of your plan.

Weekly Friday morning managers meeting discussing progress and issues attaining our sales SFE goals.
Sales meeting on 11/3 Discussing sales goal and strategies going forward for the month to attain 120% of SFE Chevy new retail goal.
Meeting with Social meeting manager discussing how to break down the videos for sales consultants script.

Sponsor Signature: